

CITY OF BURBANK

GRAPHICS MEDIA DESIGNER

DEFINITION

Under minimal supervision, to create a variety of professional and complex computer generated media; and perform related work as required.

ESSENTIAL FUNCTIONS

Conceptualizes, designs, and produces digital and printed media for City, departmental, and event marketing campaigns and branding; advises, consults, and strategizes with City personnel, and partners on program marketing; designs and prepares presentations, maps, publications, posters, flyers, and other types of graphic communication; plans, designs, and prepares visual aids from oral or written instructions and/or rough drafts; creates and maintains website design; performs diverse artwork in a variety of media such as computer graphics and desktop publishing; advises, assists, and reviews selection of media for visual presentations including photography, video, and other graphics for continuity and design quality; produces a variety of types of maps including Geographical Information System (GIS); takes and modifies photographs; works with and/or supervises the work of outside vendors such as printers, binders, or other related contractors; may train, supervise, and evaluate employees, consultants, and/or interns; may coordinate internship programs with local universities; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of – modern principles, techniques, practices, and production equipment/materials used in contemporary media design; principles, techniques, tools, and materials used in photography and composition; basic understanding of GIS; use of color; principles of copy layout; illustrative advertising techniques; basic photography methods and techniques.
- Skill in – various computer-based software programs or comparable technology as it may develop, related to graphic design including, but not limited to, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, Adobe InDesign, Adobe Photoshop, Adobe Acrobat, PowerPoint, QuarkXPress, and Corel Draw/Photo-Paint; basic photography.
- Ability to – prepare diverse computer aided graphic designs and illustrations; demonstrate a high level of creativity through a variety of media; create clear and understandable media; work within project schedules and budget limitations; learn to operate newly developed graphics software; communicate effectively orally, graphically, and in writing; handle confidential information with discretion; supervise and direct the work of others; establish and maintain effective working relationships with supervisors, fellow employees, consultants, and the public.

Education/Training: Any combination of experience and/or education equivalent to graduation from an accredited college or university, or trade school with a degree in graphic design or a related field, and two years of progressively responsible professional experience in graphic design.

License & Certificates: A valid California Class “C” driver’s license or equivalent at time of appointment.

SUPPLEMENTAL INFORMATION

Desirable Qualifications: Possess an active portfolio with samples demonstrating a large body of work utilizing different types of media.